GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:88
ANSWERED ON:04.12.2015
Modernisation of Doordarshan
Lakhanpal Shri Raghav

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has assessed the viewership of Doordarshan and if so, the details thereof;

(b) whetherthe Government has initiated any action plan for the modernisation of Doordarshan so as to enable it to compete with private TV channels;

(c) if so, the details thereof including the status of its implementation; and

(d) thefunds allocated and utilised for the implementation of the above during 2014-2015 and 2015-16?

Answer

THE MINISTER OF FINANCE; MINISTER OF CORPORATE AFFAIRS;AND MINISTER OF INFORMATION AND BROADCASTING (SHRI ARUN JAITLEY)

(a) to (d): A statement is laid on the Table of the House.

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STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.88 FOR ANSWER ON 04.12.2015

(a): Yes Madam. Government and Prasar Bharati arecontinuously assessing the viewership of Doordarshan (DD).Prasar Bharati is subscribing to Broadcasting Audience Research Council (BARC) for weekly feedback of viewership data since April, 2015. Details of viewership of DD Channels, as per BARC data areat Annexure-I.

(b) & (c):The modernization of Doordarshan is an ongoing process and schemes in this regard have been formulated and implemented from time to time. Modernization plan, inter alia, includes digitalization; adoption of new technologies at par with International standards; replacement of old ageing equipment and upgradation etc.to enable Prasar Bharati to compete with private TV Channels. Prasar Bharati also reviews its policy for content as required.

As part of 12th Plan schemes, the following schemes of Modernization of Studios, Transmitters & Satellite Broadcast equipment are at various stages of implementation:
i) Digitalization of Transmitters and Studios in Doordarshan Network, including adoption of DVB-T2 technology.

ii) High Definition Television (HDTV).

iii) Modernization, Augmentation and Replacement of Transmitter & Studio Equipment.

vi) Modernization, Augmentation and Replacement of Satellite Broadcast Equipment.

Details of major projects taken up and status thereof for Modernization of Doordarshan as part of 12th Plan Schemes are given at Annexure-II.

(d) :Against funds amounting to Rs.155 crore allocated in 2014-15 by the Prasar Bharati from the funds given by the Government for the above schemes, Prasar Bharati has reported an expenditure of Rs. 153.37 crore .Further, against funds amounting to Rs.237crore allocated in 2015-16 by the Prasar Bharati from the funds given by the Government for the above schemes, an expenditure of Rs 41.46 crore has been incurred till October, 2015.

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